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HAILING
THE
1937
DAHLIA
SEASON!

BE A WINNER

GROW

Sparks'

PRIZE WINNING

Dahlias

SPARKS' DAHLIA GARDENS

616 HUTCHINS AVE.

COLUMBUS -:- INDIANA

“QUALITY ALWAYS”



THE "SPARKS"

GREETINGS:

To All Our Friends and Dahlia Lovers:

With real pleasure we are presenting to you this list of dahlia varieties, so that you too may grow and enjoy the flowers that have been so much satisfaction to us. All the varieties listed, with exception of 1937 releases, have contributed their share to our collection of blue ribbons at one or more of the shows. We are very grateful for the many complimentary letters from customers regarding stock purchased from us. We urge you write if we can be of any assistance to you or better still, if in Columbus, stop and see us and visit our gardens. Remember, a cordial invitation is extended to you.

Thanks for your loyal support, and with assurance of always doing our part to merit your continued patronage.

To you who have had no dealings with us, we ask for a trial order.

Wishing you a most successful dahlia year,

Sincerely,

SPARKS DAHLIA GARDENS.

SUMMARY OF SPECIAL AWARDS 1936

Indiana State Fair, Indianapolis, Sept. 7

Seventeen entries, seventeen ribbons, 14 of these firsts.
Largest and most perfect, California Idol.
The best yellow, California Idol.
The best basket, 15-bloom, California Idol.

Indiana State Show, Sept. 12-13

Supreme award, sweepstakes entire show.
Sweepstakes, commercial.
Sweepstakes, open to all.
Largest and most perfect entire show, California Idol.
Most meritorious entry, open to all, California Idol.
Most meritorious entry, class 100-103, California Idol.

National Show, Detroit, Sept. 18-19

Second Professional Sweepstakes.
The best 25-bloom, California Idol.
12 Pinks, Clara Carder.
12 Bicolor, Bing Crosby.

Mid-West Show, Cincinnati, Sept. 25-26

Grand sweepstakes (311 points).
Sweepstakes, commercial.
Sweepstakes, Mid-West Special.
Best 7-bloom 1935 variety, California Idol.

Indianapolis Dahlia Show, Oct. 3-4

Complimentary display featuring California Peach, Azura,
Clara Carder, Margrace, Mrs. H. O'Connor, Charlotte
Caldwell, Bing Crosby, Blue River, Royal Purchase,
Severin's Triumph.

Terms

Cash with order or 25% down, balance before delivery. All retail orders of \$5.00 or more shipped prepaid.

Guarantee

All stock is guaranteed to be true to name and in growing condition upon arrival. If for any reason it is found otherwise, please return at once, and we will cheerfully replace or refund purchase price if requested to do so.

Substitution.

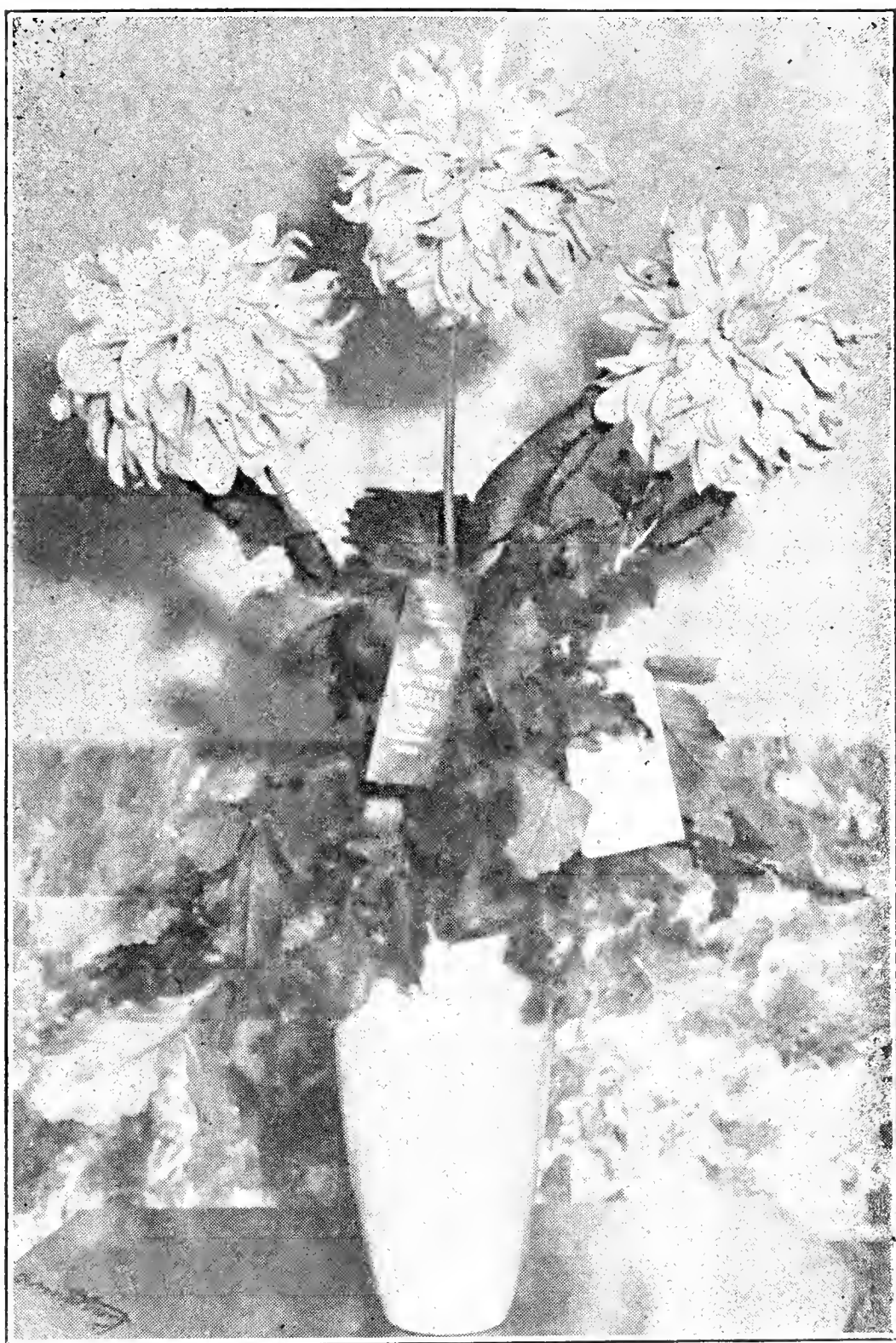
We never substitute without permission.

Prompt Shipments

Personal attention given to all orders, large or small.

NO SUNDAY SALES.

1937 Introductions



"PACIFIC SPLENDOR"

The above picture, winner of American Home Achievement Medal, was taken late Sunday afternoon, after being on display for two days at Mid-West Show.

Pacific Splendor (Ballay Success) I.D.—Nearly white at center with body of the flower delicate lavender pink. A true pastel shade. Certificate of Merit at East Lansing Trial Grounds. Winner of the American Home Achievement Medal at the Mid-West Show, Cincinnati. We have grown this dahlia for the past two seasons and we do not hesitate to recommend it in every detail. It's magnificent! It's different!

Plants \$7.50 net.

Purple Mist (Emmons) F.D.—A dark violet carmine, very strong grower with excellent dark green foliage. Certificate of Merit 1935 at East Lansing Trial Grounds. Best undisseminated dahlia, Cleveland, 1936. We have grown this variety the past season and we consider it outstanding in its color class.

Plants \$5.00 each; 3 for \$12.50.



“WHISPER”

The girl's hand in picture gives size comparison.

Whisper. (Don Curtis)—Miniature. A pure yellow semi-cactus type miniature that is one of the most prolific bloomers we have seen. This artistic dahlia will fill a long needed place in the show room, for the yellow miniature classes have long needed some worthwhile entrants. Certificate of Merit 1936 at East Lansing Trial Grounds; Four Firsts, one Special Award, 1936; Mid-West Dahlia Honor Roll 1935. Roots \$4.00 net; Plants \$2.00 net.

Charlotte Caldwell (Goodacre-Caldwell)—Ball. The color is a bright orange with shading of terra cotta. Awarded a Certificate of Merit at Cincinnati Trial Grounds. It has wonderful foliage and vigorous growth. We had the opportunity of growing this variety last season and we feel confident that it will win a place in your garden for years to come. Roots \$10.00; Plants \$5.00.

Haslerova (Success)—I.D., White, with royal purple markings. Winner for best bi-color in the New York 1936 show. Awarded two certificates at trial gardens in 1936. It attracted much attention in our garden past season. Plants \$2.50 Net

Green Plants

Our plants are properly grown with use of modern equipment. Greenhouse and cold frames electrically heated with thermostatic control. Be assured of strong, healthy plants. Try them.

For convenience of our customers we will supply plants of the following 1937 varieties at introducers prices:

	Roots	Plants
American Purity , (American Dahlia Farm)		
S.C. white		\$7.50
Buckeye Glory ,, (Peck)—I.D., Orchid pink.....		5.00
Dream Girl , (Lee)—I.D., Salmon and coral pink blending to pale gold at base of petals		5.00
Discovery , (Salem)—I.D., Deep rosy magenta with deep reddish garnet center		5.00
Fireball , (Bissell)—F.D., Brilliant scarlet.....		5.00
Greater Glory , (Salem)—C., Rose pink.....		10.00
Jimmie Fox , (Johnson)—I.D., Coppery red tinged with henna	Net	7.50
Leland Stanford , (Ballay Success)—I.D., Brilliant cardinal red	Net	7.50
Mason's Purple Beauty , (Mason)—F.D., Purple. Certificate winner at East Lansing Trial Grounds 1936.....		1.00
Miss Oakland , (Hook-Koenig)—F.D., white	Net	5.00
Miss Ohio , (Parencia)—C., Lilac rose.....		5.00
Peace , (Lehman-Caldwell)—I.D., White.....		12.50
Robert J. Ripley , (Salem)—I.D., Rhodamine purple with rose suffusions.....		10.00

NOTICE

Margaret Broomall—F.D. (Broomall-Success.) This pure white formal decorative has the record of winning the highest score ever made at the Storrs Trial Gardens and of being the largest dahlia ever grown there. Flowers easily attain 14 inches or better and are of purest white, most beautifully formed and with splendid stems. Doubtless it is one of the most sensational dahlias in existence, and one of the very largest. Winner in the New York Show as the Largest Flower. Winner of the best white, Indiana State Fair, Indianapolis, 1936. Best 12 white, Detroit Show, and best 5 formals, Indiana Dahlia Show. As this variety is protected under U. S. Plant Patent No. 36, we are permitted to sell it only under patent restrictions. Special order blanks may be had on request.

\$20.00 per root Net; \$10.00 per plant Net

THE MID WEST DAHLIA NEWS

170 Talmadge St., Madison, Wisconsin.

\$1.00 per year:: Subscribe to above address. Issued quarterly, full of dahlia information, beneficial to all interested in dahlia culture.



A MERITORIOUS ENTRY



"CALIFORNIA IDOL"

KEY TO ABBREVIATIONS

F.D.—Formal Decorative; I.D.—Informal Decorative; S.C. Semi-Cactus; C—Cactus; and (*)—Foreign Introductions. Amelia Earhart, S.C.—Golden Apricot, Mam-

	Roots	Plants
moth bloom	1.50	.75
America's Sweetheart, I.D.—Yellow, Exhibi- tion	1.50	.75
Adorable, I.D.—Vivid peach shading to yel- low at center	1.50	.75
*Andre Csizik, S.C.—Lilac rose, medium size	.75	
*Arara, F.D.—Orange splashed red.....	2.00	1.00
Azura, I.D.—Rosy lilac, mammoth size.....	7.50	3.75
Amsterdam, C.—Deep cerise red with petals golden tipped. A real beauty.....	3.00	1.50
Buckeye King, F.D.—Glowing yellow amber		.50
Bette Davis, S.C.—Deep violet rose.....		1.50
Blue Melody, F.D.—Vivid mallow purple.....	.50	
Bing Crosby, I.D.—yellow penciled red. One of the best bi-colors. Strong growth.....	2.50	1.25
*Berger's Jewel, C.—Rich lilac pink with lighter center	1.25	.65
Betty Kunzman, I.D.—Cream with etchings of orchid penciled around each petal.....	5.00	2.50
Blue River, F.D.—Blue French violet. Won at Indiana Dahlia Show as best 1936 intro- duction	4.00	2.00
Broomall's Pink, S.C.—True rose pink.....	10.00	5.00
California Rose, I.D.—Brilliant rose, flower large, extremely graceful	1.50	.75
California Idol, I.D.—Clear bright yellow, blooms early and freely. Real winner.....	3.00	1.50
Cameo, I.D.—Coral rose pink.....	.75	
California Peach, S.C.—Bright coral or peach pink. Real sensation at Indianapolis show. Size and form similar to Satan.....	10.00	5.00
Conservatrix, C.—Bright geranium red.....	.75	
Cavalcade, F.D.—Rich mulberry rose. Early and productive	1.00	.50
Chatauqua Sunset, F.D.—Gold, shaded old rose and coral75	
Clara Carder, I.D.—Cyclamen pink.....	5.00	2.50
City of Cleveland, S.C.—Rust red.....	1.00	.50
*Corallina, S.C.—Deep brick red. Best of stems, highly recommended.....	1.50	.75
Century of Progress, F.D.—Royal purple.....	1.50	.75
Chief Whip, S.C.—Citron yellow, well formed, very beautiful	3.00	1.50
Daddy Kemp, I.D.—Rich purplish red, huge blooms	1.25	.65
Daughter of Venus, I.D.—Rosy mauve, pro- fuse bloomer and rugged growth.....	4.00	2.00
Dean Anderson, I.D.—Radiant henna orange. Exhibition type		5.00
*Dr. J. Scheiner, S.C.—Soft lilac.....	1.00	.50
*Dokoupils Giant, F.D.—Soft lilac rose. Ex- cellent variety. Recommended.....	1.00	.50

	Roots	Plants
Dorothy Mathews, F.D.—Violet mauve.....	.75	
Entrups Sultan, I.D.—Deep carmine.....	.75	
*Entrups Monarch, I.D.—Cherry red.....	.75	
Eagle Rock Fantasy, I.D.—Clear mallow pink	.50	
Edw. T. Rindfleish, F.D.—Brilliant red with yellow shadings at base of petals.....	.75	
Elissa Landi, F.D.—Brilliant orange. Supreme in its color type	1.00	.50
Eugenia Ballay, I.D.—Rich cream75	
*Edw. G. Barnes, I.D.—Cream at center to pure white	2.00	1.00
*Frau O'Bracht, C.—Primrose yellow.....	.75	
*Frau Ida Mansfield, C.—Buttercup yellow....	1.00	.50
Grandee, I.D.—Light nopal red, shaded orange yellow90	
*Geo. L. Farnum, C.—Crimson scarlet.....	1.00	.50
Good Will, S.C.—Yellow center, shading to bright rose75	
Golden Standard, C.—Buff shaded amber and gold	1.50	.75
Hillcrest Nuggets, I.D.—Beautiful bronze with reddish reverse	1.00	.50
Hillcrest Sunset, I.D.—Sunset shades with mulberry red prevailing. Very desirable	1.00	.50
H.R.S., I.D.—Golden yellow75	
Hunt's Velvet Wonder,.. I.D.—Rich bright violet burgundy with bloom of enormous size	2.50	1.25
Honor Bright, F.D.—Jasper red to deep orange60	
Jersey's Dainty, C.—White75	
Jerome Kern, I.D.—Soft shrimp pink, exquis- ite formation	1.00	.50
Kay Francis, S.C.—Golden yellow	1.00	.50
Kentucky Sun, F.D.—A pure yellow that does not fade or burn. Much admired.....	5.00	2.50
*Lilac Glory, C.—Violet rose	1.00	.50
Lord of Autumn, I.D.—Deep golden yellow. Exhibition variety	2.00	1.00
*Lemonia, S.C.—Clear lemon yellow60	
*Leiden's Elegance, C.—Vermillion red. A per- fect dahlia	2.00	1.00
*Lucretia, I.D.—Ecrue heavily flushed begonia pink	4.00	2.00
*Mastodon, S.C.—Rich amber apricot.....	.75	
May Robson, S.C.—Clear, bright pink. Excel- lent variety	1.50	.75
Major Bowes, I.D.—Carmine red.....	5.00	2.50
Margrace, I.D.—Bright red, tipped gold with light reverse. Very attractive	5.00	2.50
Milton J. Cross, I.D.—Apricot peach with bright golden face, giant blooms, good stems	10.00	5.00
Miriam Hopkins, S.C.—Salmon pink.....	5.00	2.50
Mid West Champion, I.D.—Violet rose.....	5.00	2.50
*Miss Belgium, C.—Bright orange75	

	Roots	Plants
Miss Glory, S.C.—Sensational, giant apricot yellow, perfect, long stems	7.50	3.75
Mrs. Geo. Le Boutellier—Crimson red.....	1.50	.75
Mrs. Bruce Collins, C.—Light lemon yellow. Free flowering	1.50	.75
Mrs. Herbert O'Connor, C.—Soft rose pink. One of the best.	5.00	2.50
Murphy's Masterpiece, I.D.—Rich red. A con- sistent winner in large bloom classes.....	1.00	.50
Olympic Sunset, S.C.—Apricot orange.....	1.00	.50
Oriental Glory, I.D.—Cadmium orange.....	.50	
Oakleigh, Monarch, F.D.—Cerise red. Very attractive flower	5.00	2.00
Palo Alto, S.C.—Bright pinkish salmon.....	1.00	.50
*Paul Pfitzer, S.C.—yellow and pink.....	1.00	.50
Pink Spiral, C.—Peach blossom pink.....	2.50	1.25
Pink Selection, S.C.—Begonia pink, medium size	1.00	.50
Phantom, I.D.—Purple tipped white.....	1.50	.75
Pride of America, S.C.—Primrose yellow tinted pink on reverse of petals.....	7.50	3.75
R. A. Broomfield, I.D.—Saffron orange flushed with rose	1.00	.50
R. P. Rutherford, S.C.—Golden orange veined red	1.50	.75
Rose Triumph, S.C.—Rose suffused violet.....	.75	
Royal Purchase, C.—Deep straw yellow suf- fused pink. Immense size.	7.50	3.75
Ruby Taylor, I.D.—Carmine75	
Salem Streamline, I.D.—Beautiful old rose suffused with carmine rose. It has sub- stance, long, straight stems, and very artistic in form	7.50	3.75
Satan, S.C.—Flame red with a slight touch of gold near center90	
*Schentenchi, C.—Dark maroon	1.50	.75
*Schone Dusseldorfer, I.D.—Crimson red shading to white at tips	2.00	1.00
*Severin's Triumph, F.D.—Clear, true pink. A very attractive flower	2.00	1.00
Shalimar, I.D.—Poinsetta red	2.00	1.00
*Snow Storm, I.D.—White (Australia).....	1.50	.75
Sonny Boy, I.D.—Old rose. Monstrous bloom with strong stems	1.00	.50
The Fireman, I.D.—Spectrum red tips of petals mustard yellow	1.00	.50
Wenoka, F.D.—Clear rosy mauve, stems strong. Very attractive	3.00	1.50
*White Triumph, C.—White.....	.75	

Our Location

Our exhibition gardens are located at 616 Hutchins Avenue and 620 Cottage Avenue. Field stock at 24th and Caldwell Drive, two blocks from State Road 46.

BALL DAHLIAS

	Roots	Plants
Black Diamond—Large, dark velvety red.....	.50	
Clara Clemens—Deep crimson, tipped white	.75	
Charlotte Caldwell—Best autumn shade, for exhibition	10.00	5.00
Jersey's Beacon Ball—Orange scarlet.....	.75	
Mrs. C. B. Anderson—Large purplish red.....	.35	
Silvia Quarta—Large lavender35	
Supt. Amhryn—Bright rose pink35	
Snow Queen—Very fine, pure ivory white.....	1.50	.75

MINIATURE DAHLIAS

*Baby Royal, S.C.—Salmon pink and apricot	.25	
Beatrice Van Valkenberg, F.D.—Orchid lav- ender50	
Blue Bird, F.D.—Bluish lavender50	
Carrie Hammond, C.—Lovely deep, bright pink50	
Corrone, F.D.—Waxy white. Resembles a gar- denia50	
Chard Vanity, S.C.—Clear rich pink. A win- ner	1.50	.75
Dundee, S.C.—Old gold. Attractive.....	.75	
Elizabeth Pape, S.C.—Soft yellow overlaid salmon50	
Fairy, F.D.—Soft rose pink.....	.35	
Glare, I.D.—Fiery flame. One of the best.....	.75	
*Goldina, F.D.—Apple blossom pink.....	.25	
*Golden Rod, C.—Golden color, most of blooms four inches. Good stems50	
Gutt Gluck, S.C.—Violet tipped white.....	.75	
Little Pearl, S.C.—Lovely rose pink.....	.75	
Little Dream, C.—Brilliant rose with lighter center	1.00	.50
Little Snow Queen, C.—Small pure white.....	.75	
Little Nemo, F.D.—Rich crimson and white	.75	
Mrs. Perry O'Neal, P.—Saffron orange, pro- lific, good stems35	
Miss Vivian, I.D.—Beautiful rose pink, 1935 Honor Roll	1.50	.75
Orchid Laldy, F.D.—Orchid, very fine.....	1.00	.50
Peter, C.—Yellow suffused and tipped red. One of the best.....	.75	
Persimmon, F.D.—Soft russet orange.....	.50	
Peytie Conway, F.D.—Violet rose with silver	.50	
Robin, C.—Deep crimson of perfect form.....	.75	
Rhoda, I.D.—Shrimp pink.....	.35	
Samaritan, C.—Beautiful white cactus. Out- standing50	
Stella—Rose pink, excellent stems.....	.50	
*Slavaka Dok, F.D.—Orange and white.....	.35	
Tiny—Peony—peach pink. Outstanding prize winner75	
Useful, D.—Lilac rose75	

POMPON DAHLIAS

	Roots
Aimee—Tiny Bronze25
Bebe—Pink tinted mauve35
Bob White—Milk white, profuse.....	.25
Brightest of All—Brilliant scarlet.....	.50
Dainty Miss—Excellent white35
Dee Dee—Pale lilac, small25
Dolores—Deep yink, very pretty.....	.40
Dotty Dimple—Small yellow50
Heildepuppe—Raspberry red, tiny.....	.50
Honey—Yellow suffused red25
Joe Fette—White25
Little David—Burnt orange, perfect.....	.25
Little Sunshine—Light Gold, perfect50
Little Edith—Small yellow, tipped bronze.....	.25
Mary Munns—Fuchsia, dark orchid.....	.25
La Nieva—Small white25
Nerissa—Soft rose pink, tinted silver.....	.50
Sunny Daybreak—Apricot, edged red.....	.35
Sonny—Pinkish cinnamon, long stems.....	.50
Ty Tee—Lovely cream peach35
Tom Thumb—Very small red25
Taaka's Red—Good red, long stems.....	.35
Taaka's Purple—Bright phlox purple.....	.35
Yellow Gem—Pure yellow25
Twinkle (Anemone)—Pale pink tipped yellow, very small bloom50
Graziella (Anemone)—Red penciled white, center gold50
Princess Marie Jose (Mignon)—Satin pink, very fine50
Kittie (English Single)—Pink with crimson disc. Long stems50

MID-WEST DAHLIA SHOW

INDIANAPOLIS, SEPT. 18-19

ATTEND! EXHIBIT!

It is very important to plant the correct type and color, for each class, in the particular section you are qualified to exhibit, in this manner help glorify the dahlia in show room, by sharing its beauty to others, and at the same time may you enjoy the thrill of winning ribbons.

**JOIN THE DAHLIA SOCIETY
of Indiana**

Dues one dollar per year. On receipt of same we will be glad to forward to secretary.

